

Listing of Claims

The following listing of claims supersedes and replaces all prior versions in the patent application.

1. (Currently Amended) A method for monitoring store transactions, comprising the steps of:

providing at least one sensor associated with a physical store, the sensor receiving information indicative of customer activity and automatically outputting activity signals indicative of such customer activity sensed by the sensor;

receiving the customer activity signals automatically via a transaction computer and automatically generating[[,]] an expected revenue signal indicative of expected revenue to be received by the physical store based upon the customer activity; and

generating an actual revenue signal indicative of actual revenue received by the physical store during the same time period encompassed by the customer activity resulting in the expected revenue signal, and comparing the actual revenue signal with the expected revenue signal.

2. (Currently Amended) The method of claim 1, further comprising a store control unit receiving the ~~actual~~ expected revenue signal and also receiving a

baseline comparison signal, the store control unit comparing the ~~actual~~ expected revenue signal with the baseline comparison signal.

3. (Previously Presented) The method of claim 2, wherein the store control unit is established as a website communicating with the Internet.

4. (Currently Amended) The method of claim 2, wherein the store control unit outputs an alert signal upon determination of a difference exceeding a predetermined level between the ~~actual~~ expected revenue signal and the baseline comparison signal.

5-6 (Cancelled)

7. (Original) The method of claim 1, further comprising the step of outputting an alert signal when a discrepancy is found between the actual revenue signal and the expected revenue signal.

8-16. (Cancelled)

17. (New) An integrated store and transaction computer system monitoring store transactions, the system comprising:

at least one sensor associated with a physical store, the sensor sensing information indicative of customer activity and automatically

outputting an activity signal indicative of such customer activity sensed by the sensor;

at least one transaction computer receiving the activity signal from the sensor, the transaction computer automatically generating an expected revenue signal indicative of expected revenue to be received by the physical store based on the customer activity;

at least one store computer system receiving information indicative of a purchase by a customer, the purchase correlating to the sensed customer activity, the store computer system outputting a baseline comparison signal indicative of the actual revenue generated from the purchase correlating to the customer activity; and

a store control unit receiving and comparing the baseline signal and the expected revenue signal, the store control unit generating an output indicative of the results of the comparison.

18. (New) The system of claim 17, wherein the store control unit outputs an alert signal upon determination of a difference exceeding a predetermined amount between the baseline signal and expected revenue signal.

19. (New) The system of claim 17, wherein the transaction computer, the store computer and the store control unit are integrated as one computer system.

20. (New) The system of claim 17, wherein the store control unit is established as a website communicating with the Internet.